



KSHB-TV

ORDER

Flight Dates **08/30/12-09/05/12**

Contract / Revision **309549 /**
Original Date / Revision
 08/29/12 08/29/12
Advertiser **Akin / Republican / Senate**

Agency **Strategic Media Placement**
Buying Contact

**3946 North Hampton Drive
 Powell, OH 43065**

Product
MO US SEN TODD AKIN Aug 28-Se
Agency Com 15%
Billing Contact
**3946 North Hampton Drive
 Powell, OH 43065**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00
Estimate # **2638**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Tara Washburn | 100% | | |

| Order Share % | Market Value |
|-------------------|------------------------|
| Competing Station | % of Order Amount |
| CABLE | % |
| KCPT | % |
| KCTV | % |
| KCWE | % |
| KMBC | % |
| KMCI | % |
| KPXE | % |
| KSMO | % |
| UNKWN | 100% |
| WDAF | % |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| September 2012 | 24 | \$12,388.75 | \$14,575.00 | 0.00 | 08/27/12 | 09/05/12 | 24 | \$12,388.75 | \$14,575.00 |
| Totals | 24 | \$12,388.75 | \$14,575.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|--|-------|-------------------|----------|-------------|-------|---------------|-----|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | KSHB | 08/30/12 | 09/05/12 | NBC Action News at 6a NBC Action News at 6a | CM | 6-7a | -- 1---- | :30 | 1 | \$400.00 | P-2 | 0.00 NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/30/12 | 09/05/12 | -- 1---- | | 1 | | \$400.00 | | 0.00 | | | | |
| N 2 | KSHB | 08/30/12 | 09/05/12 | Today Show Today Show | CM | 7-9a | 111- 1-- | :30 | 4 | \$500.00 | P-2 | 0.00 NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/30/12 | 09/05/12 | 111- 1-- | | 4 | | \$500.00 | | 0.00 | | | | |
| N 3 | KSHB | 09/02/12 | 09/02/12 | Su Today Show Su Today Show | CM | 7-8a | -----S | :30 | 1 | \$250.00 | P-2 | 0.00 NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/27/12 | 09/02/12 | -----S | | 1 | | \$250.00 | | 0.00 | | | | |



KSHB-TV

Print Date: 08/29/12

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Contract / Revision **309549** Flight Dates **08/30/12-09/05/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:30:00

Advertiser **Akin / Republican / Senate** Product **MO US SEN TODD AKIN Au** Estimate # **2638**

| | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 4 | KSHB | 09/02/12 | 09/02/12 | Su 9-10a Su 9-10a | CM | 9-10a | -----S | :30 | 1 | \$500.00 | P-3 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 08/27/12 | 09/02/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | |
| N 5 | KSHB | 09/03/12 | 09/05/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | 1----- | :30 | 1 | \$125.00 | P-3 | 0.00 NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/03/12 | 09/09/12 | 1----- | | | | | 1 | \$125.00 | | 0.00 | | |
| N 6 | KSHB | 09/03/12 | 09/05/12 | M-F 1-2p M-F 1-2p | CM | 1-2p | 1----- | :30 | 1 | \$125.00 | P-2 | 0.00 NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/03/12 | 09/09/12 | 1----- | | | | | 1 | \$125.00 | | 0.00 | | |
| N 7 | KSHB | 08/30/12 | 09/05/12 | NBC Action News at 6p NBC Action News at 6p | CM | 6-630p | 11111-- | :30 | 5 | \$800.00 | P-1 | 0.00 NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 08/30/12 | 09/05/12 | 11111-- | | | | | 5 | \$800.00 | | 0.00 | | |
| N 8 | KSHB | 08/30/12 | 09/05/12 | M-F Late News M-F Late News | CM | 10-1035p | 11111-- | :30 | 5 | \$1,000.00 | P-2 | 0.00 NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 08/30/12 | 09/05/12 | 11111-- | | | | | 5 | \$1,000.00 | | 0.00 | | |
| N 9 | KSHB | 09/01/12 | 09/01/12 | Sa Late News Late News Sa | CM | 10-1030p | -----S- | :30 | 1 | \$700.00 | P-2 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 08/27/12 | 09/02/12 | -----S- | | | | | 1 | \$700.00 | | 0.00 | | |
| N 10 | KSHB | 09/02/12 | 09/02/12 | Su Late News Late News Su | CM | Late News Su | -----S | :30 | 1 | \$500.00 | P-2 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 08/27/12 | 09/02/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | |
| N 11 | KSHB | 08/30/12 | 09/05/12 | M-F 1035-1135p Tonight Show | CM | 1035-1135p | -11-1-- | :30 | 3 | \$325.00 | P-2 | 0.00 NM | 3 | \$975.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 08/30/12 | 09/05/12 | -11-1-- | | | | | 3 | \$325.00 | | 0.00 | | |
| Totals | | | | | | | | | | | | | 24 | \$14,575.00 |